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May 7, 1970

Mr. Joseph F. Cullman, III
Chairman of the Executive Committee
The Tobacco Institute, Inc.
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Cullman:

It was about time for the Tobacco Institute to answer publicly this rather peculiar national campaign launched by the American Cancer Society against tobacco and smoking without any real support from undebatable facts.

As a simple person in the audience exposed to the truly cancerous "free time" commercials of the A.C.S. in radio, press, and television, I applaud your decision to expose the methods of the A.C.S. to the public. Results of scholarly research which have already been used for press conferences, news releases, etc. are positively open to review and challange by any qualified researcher who feels that the public deserves more complete information before militant groups like the A.C.S. are permitted to use them for campaigns creating unjustifiable panic and confusion.

May I hope that the Tobacco Institute will expose more and more of the real background of the A.C.S. in the future, and that finally it will start answering to the A.C.S. without considering it a "sacred cow?"

Sincerely,

Al. N. Oikonomides
President

ANO/gls

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Source: https://www.industrydocuments.ucsf.edu/docs/tscm0000